

Message Text

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PAGE 01 SAPPOR 00065 011006Z

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ACTION COME-00

INFO OCT-01 EA-11 ISO-00 EB-11 DRC-01 RSC-01 /025 W

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FM AMCONSUL SAPPORO

TO SECSTATE WASHDC 252

INFO AMEMBASSY TOKYO

UNCLAS SAPPORO 65

REF STATE 183119

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: BUYER GROUP FOR MARUI-IMAI INSTORE PROMOTION. MARUI-IMAI DEPARTMENT STORE, WHICH WILL HOLD AN IN-STORE PROMOTION IN MAY, 1975, WILL SEND A BUYERS GROUP TO THE UNITED STATES DURING THE LAST HALF OF OCTOBER. THE GROUP WILL LOOK FOR VARIOUS NEW-TO-MARKET AND NEW-TO-STORE DEPARTMENT STORE GOODS TO INCLUDE IN THE FAIR. GENERAL CATEGORIES AND ANTICIPATED PURCHASES ARE LISTED BELOW. AS SUGGESTED IN REFETEL, THE MARUI GROUP PLANS TO ARRIVE IN THE U.S. ON OCT. 18 TO SEE THE ANAHEIM SPORTING GOODS SHOW, AND WILL LATER TRAVEL TO DALLAS TO SEE THE CHILDREN'S APPAREL SHOW ON THE 26TH. DURING THE PERIOD BETWEEN THE SHOWS, THE GROUP WILL VISIT SAPPORO SISTER-CITY PORTLAND, OREGON, FOR DISCUSSIONS WITH THE FAR EASTERN TRADE DEVELOPMENT DEPARTMENT

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OF THE PORT OF PORTLAND. HOWEVER, FOLLOWING THE DALLAS SHOW, THE GROUP WOULD LIKE TO VISIT THE CONSUMER'S MART IN CHICAGO, AND OTHER APPROPRIATE SUPPLIERS IN CHICAGO AND NEW YORK. THE GROUP IS TENTATIVELY SCHEDULED TO DEPART FROM NEW YORK DURING THE FIRST WEEK IN NOVEMBER. MARUI WOULD APPRECIATE COMMERCE ASSISTANCE IN ARRANGING APPOINTMENTS FOR CHICAGO AND NEW YORK. MARUI WILL SEND THREE REPRESENTATIVES. THE GROUP'S LEADER, MR. CHAYA, SPEAKS LIMITED ENGLISH, AND HE IS ANXIOUS TO OBTAIN AN INTERPRETER'S ASSISTANCE WHEREVER POSSIBLE. MARUI PREPARED TO PAY FOR INTERPRETER IF NECESSARY

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SUGGESTIONS FROM COMMERCE ARE REQUESTED. THE FOLLOWING IS A LIST OF ANTICIPATED PURCHASES: 1. APPAREL FOR MEN, WOMEN AND CHILDREN-\$15,000-20,000. 2. TOWELS, SHEETS SPECIALLY FOR CHILDREN'S USE, BED SPREAD, PILLOW CASES, BLANKETS AND QUILTS-\$8,000. 3. STATIONERY FOR CHILDREN, UNIVERSITY SEAL SUPPLYS, NOTE BOOKS AND AMERICAN FOOTBALL SUPPLIES-\$5,000. 4. DRAPERIES, MAGAZINE RACKS, SMALL MATS, AND OTHER HOUSEWARES-\$15,000. 5. SPORTS EQUIPMENT, GOLF, TENNIS AND FISHING-\$5,000. 6. TOYS-\$1,500. 7. DO IT YOURSELF SUPPLIES AND HANDICRAFTS-\$3,000. 8. GIFTS-\$5,000. 9. ACCESSORIES, ORNAMENTS AND COSMETICS-\$3,000. TOTAL-\$60,000

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-65,000. ACTION REQUESTED: FORWARD TENTATIVE SCHEDULE OF APPOINTMENTS IN CHICAGO AND NEW YORK FOR MARUI GROUP AND INDICATE AVAILABILITY OF TRANSLATOR.
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